



RECRUITMENT CHAPTER INTERACTIONS

The ideal SigEp recruitment interactions should showcase the value men will receive while progressing through the Balanced Man Program. When recruitment activities are centered around components of the Balanced Man Program's areas of development, they provide value to both brothers and potential new members.



SigEp & Campus Community

These activities give potential new members the opportunity to meet brothers and learn about the history of the American college fraternity, what makes SigEp different and how we are committed to the campus community.

- **Campus-Sponsored Activities** – Any campus-sponsored activity can be turned into a recruitment interaction. Attend these as a chapter and invite potential new members to join you!
- **Balanced Man Scholarship Showcase** – Special reception for Balanced Man Scholarship applicants.
- **Alumni Meet & Greet** – Showcases the depth of alumni involvement and how SigEp is a lifelong commitment.
- **Attend Sporting Events** – Showcases how SigEp supports the campus community.
- **The American College Fraternity Showcase** – Change the perception of the American college fraternity experience. Bring in an alumnus/HQ staff member or professor to talk about the history of fraternities.

Intellectual

Intellectual development activities give potential new members the chance to meet brothers and see firsthand their commitment to the pursuit of a sound mind. These interaction ideas help illustrate the ways they will be pushed to embody the sound mind ideal.

- **Service Event** – Plan a volunteer service day and invite potential members to join.
- **Speaker Series on Campus** – Host a series of speakers on educational topics for potential new members to get a taste of the development available in the chapter.
- **Dress for Success** – Invite a local menswear store to give a demonstration on how to dress for professional/formal occasions, and how to shop for formal wear.

- **Etiquette Dinner** – Have an etiquette coach show potential new members and chapter members the ins and outs of a formal dining setting.

Physical Health & Wellness

Physical health & wellness activities give potential new members the chance to meet brothers and see firsthand their commitment to the pursuit of a sound body.

- **Workout Design** – Set an appointment with a personal trainer at the university's rec center to help brothers and potential new members identify and develop workout plans that meet their personal sound body goals.
- **Adventure Programs** – If available, work with the university's outdoor adventure club or similar organization to schedule a local hike.
- **Intramural Sports** – Invite potential new members to practice with intramural sports teams or come watch games with members of the chapter.
- **Obscure Sports** – Levels the playing field for potential new members who don't have specific experience in standard intramural sports. Examples could include: Wallyball, Spikeball, Corn Hole, etc.
- **Group Exercise-Yoga/Zumba**-Get all attendees involved in some type of group fitness instruction facilitated by staff at the campus rec center.